FROM: Art Schofield
A P I C
Secretary-Treasurer

February 15, 1961

APIC Newsletter #3

It has been suggested by our president, Chick Harris, that our roster be "keyed" in some manner. Thus when you wanted to correspond with other members you would know exactly which ones would be most helpful to you.

Attached is a questionnaire. Will you please mark the appropriate places and return as quickly as possible to me. The sooner these are returned, the sooner we can issue the roster.

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We've had a great many compliments on the membership cards. I believe we should give fellow member, Bill Overman (No. 66) of 703 Arlington Court, Champaign, Illinois, a pat on the back for the good job. Bill, as most of the members know, is a printer and will print business cards and/or stationery in return for political items or straight cash. If you are interested, please contact Bill at the above address.

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I have written to a number of manufacturers of political supplies (buttons, ribbons, misc., etc.), and next month will issue a list of same. Some of these companies still have 1952-1956 items. The list will be a valuable source for all collectors.

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The enclosed sticker comes gratis as a gift of one of our members who wishes to remain anonymous.

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While I was attending the inauguration last month, I snapped the new President taking the oath (with my trusty Polaroid). The figures are quite small — but recognizable. If you feel it would add anything to your collection, I'll be happy to send a copy along as I did with the Eisenhower's and Nixon's.

If you do wish a copy mark the word "copy" on your questionnaire.

Best to all,

Art

246 North High Street
Columbus 16, Ohio

Fellow A.P.I.C.

Political Americana has made great strides in 1960 toward reaching its rightful place in our American Heritage. This is due to your efforts; the fine publicity and the many exhibits across the nation.

Each of you is to be commended as there is always a lot of work involved in preparing an exhibit or display. The publicity has attracted many new collectors, more than usual I'm sure, but collectors lose enthusiasm if they are unable to add new items.

We should each do all we can to help keep other collectors interested; this is one of the chief functions of the A.P.I.C., and our Secretary-Treasurer is working with this in mind.

The more advanced collectors can be of help by offering duplicates for sale, trade, or auction. Also by referring to fellow A.P.I.C. , offers of items, which they already have.

New accumulations are daily finding daylight after being hidden in attics and trunks and so there are additional items available if we just know where to look. There have been many formulas used by collectors in building their collections. The more successful are: 1) Your friends and acquaintances, especially those politically minded; 2) The local politicians; 3) Newspaper editors and reporters; 4) Antique and hobby shops; 5) Publicity and advertising. To elucidate:

1) your friends and acquaintances — self explanatory.
2) local politicians — introduce yourself to present and past office holders, from local committeeman on up. Most higher officials have been contacted many times previously and probably won't be of help.
3) newspaper men — local source of publicity. They have a surprisingly large amount of information as to who may have items you are looking for — may give very good leads.
4) Antique and Hobby Shops — make yourself and your hobby known to them, especially in local area, never pass one up. Very few have real knowledge of values, so top an asking price if possible; they'll go out of their way to get more. Shops which specialize in dress buttons are especially helpful. Also shops which cater to gun and military collectors, many times branch out into politicals.
5) advertising — free local and national publicity can't be beat. Paid ads in hobby or antique publications are also used. If you advertise in a national magazine count on a large percentage of unfruitful correspondence. Many are asking for values rather than legitimate offers to sell. If possible find a publication which is not currently running one or more such ads.

I hope I have given some ideas, especially to you new collectors. Items rarely just fall in your lap, and I hope you get just half the thrill I do, in tracking them down.

'Chick' Harris, President